

Media release

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IRF appoints Oliver Seifried as partner

IRF – a leading strategic communications consultancy – has appointed Oliver Seifried (40) as a partner, effective 1 January 2022. He has been a consultant at IRF since 2015 and a senior consultant since 2018.

Oliver Seifried advises international and Swiss clients in the finance, property and industry sectors on strategic positioning, financial communication, media relations and digital communication. He also possesses extensive know-how in capital market transactions (IPOs and M&A).

Oliver Seifried held posts in journalism and communications before joining IRF. He spent six years at leading communication agencies in Germany, most recently at *achtung!* in Hamburg. From 2007 to 2009 he worked as an editor for *Die Südostschweiz*. Oliver Seifried studied communication science, journalism and modern history at the University of Fribourg.

IRF Partner Jürg Stähelin: “We are delighted that our long-standing colleague Oliver Seifried has accepted to join the ranks of IRF partners. Oliver has a first-class understanding of clients and brings with him many years of experience in client work.”

IRF is a leading Swiss business consultancy. It has made a name for itself as a reliable partner for crisis communication and capital market transactions and counts around 30 Swiss and international companies among its regular clients.

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